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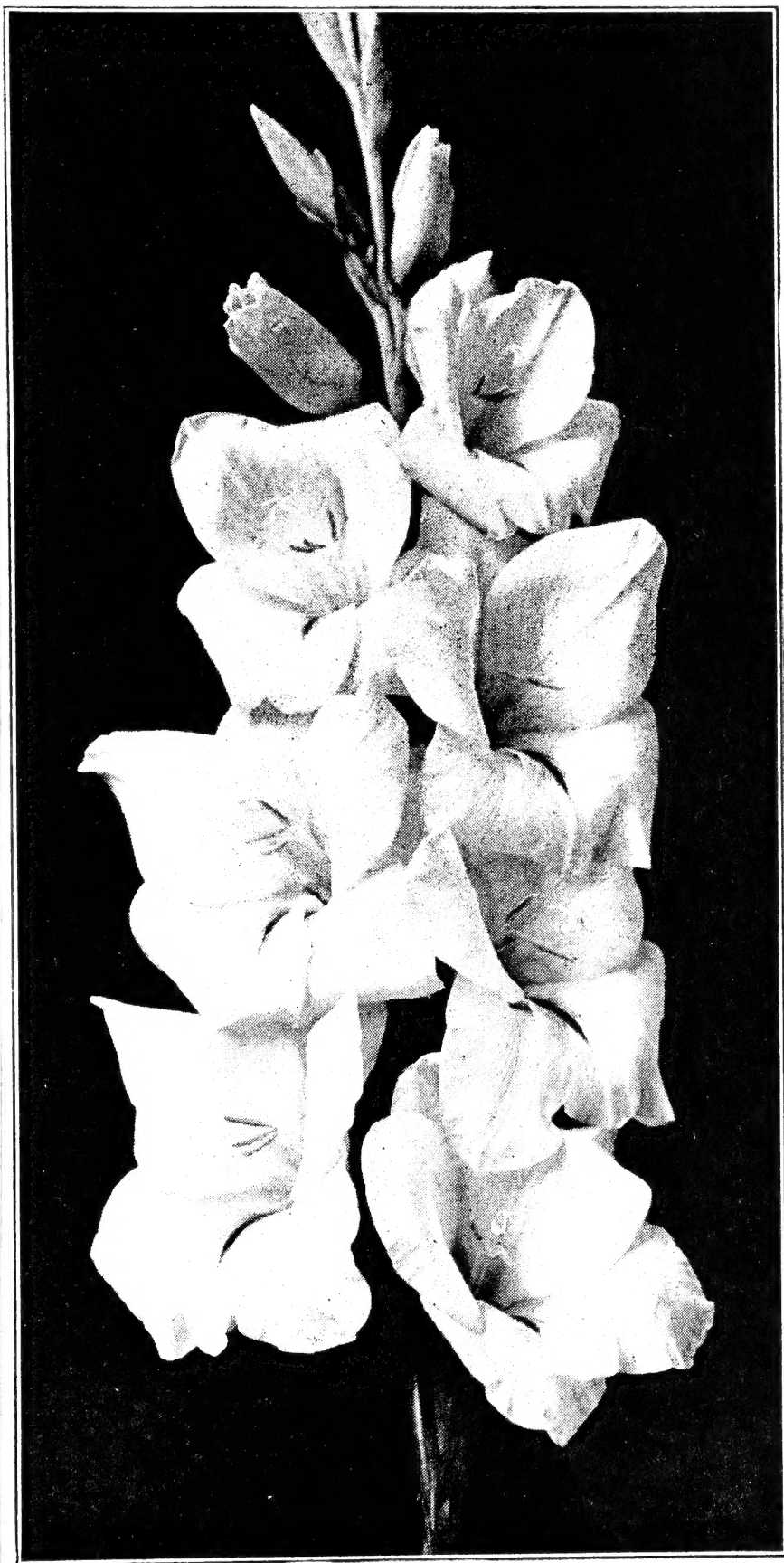
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1945

# GLADIOLUS



MARY FREY

**GELSER BROTHERS**

**Dalton, New York**

## **PRICES AND TERMS**

Gladiolus prices are good for this spring only and good only as long as our present stocks last.

TERMS: Full remittance should accompany all orders. However, we will ship C. O. D. on request, when 25 per cent of the amount of the order is paid in advance.

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## **SIZE OF GLADIOLUS BULBS**

Large bulbs are  $1\frac{1}{4}$  to 2 inches or more in diameter (No. 1 & No. 2) the best blooming size. Large bulbs are designated by the letter "L".

Medium bulbs are  $\frac{3}{4}$  to  $1\frac{1}{4}$  inches in diameter (No. 3 & No. 4). This size will give good bloom, but a little later than the large size. Medium bulbs are designated by the letter "M".

Small bulbs are  $\frac{3}{8}$  to  $\frac{3}{4}$  inches in diameter. This size is designated by the letter "S".

When there is a figure before the price of a variety as 2-15c or 3-15c, it means 2 bulbs for 15c, or 3 bulbs for 15c, etc.

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## **DELIVERY CHARGES**

We pay the delivery charges on bulbs selected from our retail list. Bulbs priced by the 100 are not prepaid.

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## **ORDER EARLY**

Please place your order early in order to avoid disappointment, as many varieties will be sold out early.

There is a shortage of bulbs this season, due to decreased planting by nearly all growers and with the increased demand for bulbs, it looks now as though there will not be sufficient bulbs for all.

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## **SECOND CHOICE PLEASE**

Due to the heavy demand for bulbs this year, it is to your advantage and also ours, if you would give a second choice, either in size or another variety.

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# **GELSER BROTHERS**

## **Dalton, New York**

**10 bulbs of a variety at 8 times the single price.**

**Abe** (Ellis) Tall apricot salmon blended with orange. L 2-15c, M 3-15c.

**Admiral** (Pf.) Brilliant scarlet red, dark crimson blotch. L 10c, M 2-15c. Pint blts. \$4.00.

**Allegro** (Pf.) Fine lavender blue with dark blue blotch. L 10c, M 2-15c.

**Alice Reid** (Gelser) La France pink overlaid with geranium pink. L 2-15, M 3-15c.

**American Commander** (New) Tall, strong growing medium red. L 15c, M 2-15c.

**Amulet** (Palmer) Frilled apricot or buff. L 2-15c, M 3-15c.

**Apache** (Gelser) Orange and purple with yellow throat. L 10c, M 2-15c.

**Arethusa** (C. Fischer) Ruffled tan or buff. L 10c, M 2-15c.

**Armada** (Pf.) Strong growing cherry red, brownish scarlet throat. L 10c, M 2-15c.

**Atlas** (Pf.) A strong growing violet purple. L 15c, M 10c.

**Barcarole** (P) Large, tall ruffled orange. L 10c, M 2-15c.

**Bancroft Winsor** (Winsor) Beautiful tall light orange with darker throat. L 50c, M 35c, S 20c.

**Beacon** (P.) Bright rose scarlet, cream blotch. L 2-15c, M 2-15c. Pint blts. \$2.00.

**Bingo** (Canine) Large cream, flecked and tinted pink. L 10c.

**Bit O'Heaven** (Crow) Tall orange with yellow throat. L 2-15c, M 3-15c.

**Bittersweet** (Troyer) Tall bittersweet orange. L 50c.

**Black Diamond** (Gelser) The darkest red, almost black, nicely ruffled. L 40c, M 30c, S 20c.

**Black Opal** (Errey) A tall giant dark red. L 2-15c, M 2-10c.

**Blue Beauty** (Pf.) Large light blue, edges darker blue. L 10c.

**Bronzewing** (Errey) Bright autumn tints. L 40c, M 30c, S 20c. Pint blts. \$10.00.

**Camrose** (Twomey) A beautiful shell pink, cream throat. L 2-15c, M 3-15c.

**Centennial** (Fischer) Beautiful large scarlet. L 50c, M 25c.

**Chaumony** (Baerman) Light cerise rose with lighter border. L 20c, M 15c.

**Charles Dickens** (Pf.) Tall, strong growing early purple. L 10c.

**Corona** (Palmer) Creamy white with pink picotee edge. L 15c, M 10c.

**C. W. Gannett** (Cham.) Tall mammoth rose, flaked lavender, cherry blotch. L \$1.00 each.

**Early Bird** (Burns) Tall early light pink, yellow throat. L 2-15c, M 3-15c.

**Edelweiss** (Pf.) Very tall large white. L 35c. M 25c, S 20c. 30 blts. \$1.00.

**Elanora** (Errey) Rich maroon purple or dark wine. L 20c, M 15c.

**Elizabeth the Queen** (White) Fine new ruffled lavender. L 40c, M 30c, S 20c. 50 blts. \$1.00.

**Ellen Marie** (Pruitt) Tall ruffled salmon pink. L 2-15c.

**Empress** (Gelser) Rose pink, yellow blotch, many blooms open. L 10c, M 2-10c. Pint blts. \$3.00.

**Ethel Cave Cole** (Cave) Large early light pink. L 20c.

**Euides** (Errey) Ivory white, edges flushed pink, cream throat. L 2-15c, M 3-15c.

**Festival Queen** (Salbach) Huge geranium pink. L 2-15c. M 3-15c.

**Flor Rico** (Gelser) Heavily ruffled purple. L 2-15c. M 3-15c.

**Gate of Heaven** (Pf.) Tall, ruffled deep yellow. L 2-15c, M 3-15c.

**Gertrude Grey** (Mair) A beautiful shade of satiny grey. L 10c, M 2-15c.

**Gertrude Swenson** (Sw.) A beautiful shade of mauve. L 2-15c, M 3-15c.

**Glamis** (Palmer) Beautiful ruffled rose, white throat. L 25c.

**Globe Trotter** (K & M) Light vermilion red, white blotch. L 40c, M 30c, S 20c. 100 blts. \$1.00.

**Gold Dust** (Pf.) Tall, early deep yellow. L 2-15c, M 3-15c.

**Gold Lack** (Pf.) Golden yellow center shading to orange at outer edges of petals. L 2-15c, M 3-15c.

**Green Light** (Pf.) Beautiful ruffled green white. L 2-15c, M 3-15c.

**Greywing** (Errey) Slate, shaded crimson, blotch crimson. L 2-15c, M 3-15c.

**Greta Garbo** (K & M) Tall, soft rosy buff with cream throat. L 10c, M 3-15c, S 3-10c.

**Harmau** (Both) Light orange red, deeper throat. L 20c.

**Heiligtum** (Pf.) Alabaster white with greenish throat. L 2-15c, M 3-15c.

**Hindenburg's Memory** (Pf.) Very large deep scarlet red. L 10c, M 2-15c.

**Hinemoa** (Doney) Rose pink flaked chocolate, yellow throat. L 10c, M 2-15c.

**Indigo** (Errey) Rich violet blue. L 20c, M 15c.

**Ivory Keys** (Ellis) Nice large cream with yellow throat. L 10c, M 2-15c.

**Jeanie** (Pruitt) Tall light rose pink with white throat. L 15c, M 10c.

**Jolie** (Brauer) Light pink, vivid orange-scarlet blotch. Fragrant. L 15c, M 10c.



- J. S. Bach** (Pf.) Tall large salmon red, many open, early. L 2-15c, M 3-15c.
- Joseph Haydn** (Pf.) Light heliotrope-violet, dark violet blotch. L 10c, M 2-15c. Pint blts. \$3.00.
- K & M's Triumph** (K & M) Light salmon pink with creamy blotch. L 20c, M 15c, S 10c.
- King William** (Sch.) Soft salmon and apricot blend. L 15c.
- Koran** (K & M) New bright purple. L 40c, M 30c. S 20c.
- Lavender Queen** (Arenius) Tall growing deep lavender. L 2-15c, M 3-15c.
- Legend** (C. Fischer) Tall light pink with creamy white throat. L 20c, M 15c, S 10c.
- Maid of Orleans** (Pf.) Extra good creamy white. L 2-15c, M 3-15c.
- Mammoth White** (Pf.) Large pure white. L 2-15c, M 3-15c.
- Marabu** (Pf.) Salmon pink with large chestnut brown blotch. L 15c, M 10c.
- Margaret Beaton** (Twomey) Tall, large white with small scarlet blotch. L 10c, M 2-15c.
- Mary Frey** (Gelser) Lavender pink with ruby blotch. L 2-15c, M 3-15c.
- Matterhorn** (Pf.) Large, late, creamy throated white. L 15c, M 10c.
- Mother Kadel** (Kadel) Clear medium yellow, no markings. L 20c, M 12c, S 2-15c.
- Merriwa** (Errey) Deep rose, heavily striped rose crimson. L 2-15c, M 3-15. Pint blts. \$2.00.
- Milford** (N. Z.) The best light blue, tall. L 2-15c, M 3-15c.
- Minuet** (Coleman) One of the finest lavenders. L 2-15c, M 3-15c.
- Miss New Zealand** (N. Z.) Huge salmon pink, peach colored blotch. L 2-15c, M 3-15c.
- Mother Machree** (Stevens) Golden smoky lavender. L 15c.
- Mrs. G. G. Errey** (Errey) Creamy white, deeper cream center. L 25c, M 20c. 100 blts. \$1.00.
- Mrs. Marks Memory** (Pf.) Enormous reddish violet or deep rose. L 40c, M 30, S 15c. 100 blts. \$1.00.
- Myrna** (Pruitt) Beautiful ruffled ivory white. L 10c. M 2-15c.
- Neils M. Jenson** (K & M) Very tall spikes of large wide open salmon-pink flowers, inner petals suffused darker pink with yellow blotch in throat. Excellent cut flower. L 30c, M 20c, S 10c.
- Ninth Symphony** (Pf.) Large vivid salmon pink. L 2-15c, M 3-15c.
- Okarina** (Pf.) A large smoky of new coloring. L 10c, M 2-15c.
- Orange Beauty** (Gelser) Tall, strong growing orange, throat lighter. L 2-15c, M 3-15c.

- Paul Grampel** (Pf.) Tall bright red, no markings.  
L 2-15c, M 3-15c.
- Pelegrina** (Pf.) Very deep violet blue. L 2-15c,  
M 3-15c.
- Pfitzer's Masterpiece** (Pf.) Beautiful salmon  
pink with cream blotch. L 10c, M 2-15c.
- Picardy** (Palmer) Soft shrimp pink, throat feather-  
ed rose. L 2-15c, M 3-15c.
- Pink Radiance** (Q) Tall, straight, light pink.  
L 20c, M 15c, S 10c.
- Purple Beauty** (Roozen) Tall, strong growing  
deep purple. L 2-15c, M 3-15c.
- Rangatira** (N. Z.) Deep vermilion with plum color-  
ed blotch. L 10c, M 2-15c.
- Redwin** (Gelser) Withdrawn to increase stock.
- Red Charm** (Butt) Finest early medium dark red.  
L 20c.
- Red Ensign** (Errey) Bright scarlet with conspic-  
uous white throat. L 2-15c, M 3-15c.
- Red Giant** (Australian) Bright cerise with white  
line through center of petals. L 2-15c, M 3-15c.
- Red Lightning** (Pruitt) Bright red with cream  
blotch in throat. L 15c, M 10c.
- Rewi Fallu** (Australian) Immense deep blood red.  
L 2-15c, M 3-15c.
- Rima** (Mitsch) Lilac and rose pink, lighter throat.  
L 10c, M 2-15c.
- Rising Sun** (Salbach) Bright flame orange, lighter  
throat. L 2-15c, M 3-15c.
- Rosa Van Lima** (Holland) Pure clear pink,  
white throat. L 2-15, M 3-15c.
- Rose Dawn** (Errey) Glowing old rose, deeper  
shade in center. L 15c, M 10c. Pint blts. \$4.00.
- Rose Marie Pfitzer** (Pf.) White, tinted pink,  
peaches and cream. L 2-15c, M 3-15c.
- Rosy Morn** (Riley) Tall rosy pink with white  
throat. L 15c, M 10c. Pint blts. \$4.00.
- Royal Gold** (Pf.) Light yellow with deeper yellow  
throat. L 2-15c, M 3-15c.
- Rubio** (Gelser) Dark velvety red, streaked darker.  
L 10c, M 2-15c.
- Rudolph Serkin** (Pf.) Pure dark pansy blue.  
L 10c, M 2-15c.
- Shirley Temple** (Pruitt) Large ruffled light  
cream, darker cream throat. L 2-15c, M 3-15c.
- Snow Princess** (Pf.) Immense creamy white,  
many blooms open. L 2-15c, M 3-15c.
- Stella Antisdale** (Evans) Tall, light pink, creamy  
throat. L 25c.
- Surfside** (Winsor) Tall ruffled white with magenta  
pencil line in throat. L 10c, M 2-15c.
- Takina** (N. Z.) Rosaline purple, very large bloom.  
L 2-15c, M 3-15c.
- Tip Top** (Pf.) Tall brilliant scarlet red. L 2-15c.  
M 3-15c.
- Vagabond Prince** (Palmer) Garnet brown, or-  
ange red blotch. L 2-15c, M 3-15c.



**Valeria** (Pruitt) A very unusual soft shade of red, long spikes. L 10c, M 3-15c.

**Vredenburg** (Pf.) Very large and tall pure white. L 2-15c, M 3-15c.

**Vista Bonita** (Ellis) Immense geranium pink. L 15c, M 10c.

**Wanda** (Snyder) A beautiful cream sport of Picardy. L 10c, M 2-15c.

**Whero** (N. Z.) Brilliant scarlet red, flaked darker. L 2-15c, M 3-15c. Pint blts. \$2.00.

**Wings of Song** (Ellis) Tall rich pink, cream throat. L 2-15c, M 3-15c.

**White Gold** (Scheer) Mammoth early cream with yellow throat. L 40c, M 30c, S 20c. 100 blts. \$1.00.

**Zauberflote** (Pf.) Tall growing peach color, vivid red blotch. L 2-15c, M 3-15c.

**Zuni** (Mitsch) Salmon and slate. A rich colored smoky. L 2-15c, M 3-15c.

**De Luxe Mixture** For those who do not wish to keep the varieties separate, but desire a nice collection of Glads.

Large, 100 for \$4.00, Medium 100 for \$3.00.

## GLADIOLUS THRIP

The Thrip is a very small insect about 1/20th of an inch in length and not easily seen, except when numerous. Thrips do not overwinter outdoors, where the ground freezes. The main source of infection is from planting bulbs infected with the insects. If your gladiolus did not blossom as well as in former years, it may have been due to the Thrip and you should treat your bulbs before planting.

For treating a small number of bulbs, the simplest and most convenient method is by the use of NAPHTHALENE FLAKES. This material, inter-mixed with the bulbs at the rate of 1 oz. to 100 large bulbs in a paper bag or box, gives complete control. After 2 or 3 weeks all insects should be dead. Do not delay this treatment too long, as the small root-nobs that form toward spring may be injured by the naphthalene. Also remove the naphthalene from the bulbs after treating.

Bichloride of Mercury will give good results in the control of Thrips. Use one ounce to seven gallons of water and leave in the solution over night, twelve hours or more at a temperature of 70 degrees or warmer. You must use a non-metal container, as a crock, glass or wooden pail. Varieties can be kept separate in cloth bags. This solution is a deadly poison and must be used and disposed of with extreme care.

Napthalene and Bichloride of Mercury may not be available for the duration. In that case you can use LYSOL, which you can purchase at any drug store. Use 4 teaspoonfuls of Lysol to one gallon of water and leave bulbs in this solution for 6 or 7 hours.

The Bichloride of Mercury and Lysol treatments should be used just before planting.

### Tartar Emetic Spray for Gladiolus Thrips.

Tartar Emetic can be purchased from almost any drug store. Use one ounce of Tartar Emetic and four ounces of brown sugar to three gallons of water. Spraying should be started as soon as the plants are 6 inches high and continued until buds show color.

The plants should be sprayed every 10 days and after every hard rain when the foliage is dry. A very fine mist is most effective.

# WHOLESALE LIST

Not Prepaid

Prices per 100, 25 bulbs at the same rate.

No discount on larger quantities.

1/2 pint bulblets at the pint rate.

	Large	Medium	Bulblets per pint
Abe	\$5.00	.....	\$3.00
Alice Reid	4.00	3.00	1.00
Armada	5.00	4.00	3.00
Apache	6.00	4.00	5.00
Atlas	7.00	5.00	6.00
Barcarole	4.00	3.00	2.00
Bit O'Heaven	4.00	3.00	.....
Black Diamond	24.00	18.00	10.00
Black Opal	5.00	3.60	1.50
Blue Beauty	6.00	.....	2.00
Camrose	6.00	4.00	3.00
Early Bird	4.00	3.00	1.50
Eliz. the Queen	30.00	20.00	25.00
Ellen Marie	5.00	.....	.....
Euides	4.00	3.00	1.50
Gertrude Swenson	.....	4.00	3.00
Gold Dust	4.00	3.00	1.00
Gold Lack	5.00	4.00	.....
Green Light	5.00	4.00	2.50
Greta Garbo	5.00	3.60	3.00
Greywing	.....	4.00	2.00
Heiligtum	.....	4.00	.....
Hindenburg's Memory	6.00	4.00	2.00
Indigo	.....	9.00	.....
Ivory Keys	7.00	5.00	5.00
J. S. Bach	4.00	.....	.....
K & M's Triumph	12.00	.....	.....
Lavender Queen	4.00	3.00	2.00
Legend	12.00	8.00	6.00
Maid of Orleans	4.00	3.00	1.00
Marabu	7.00	5.00	5.00
Margaret Beaton	5.00	3.60	3.00
Mary Frey	4.00	3.00	1.00
Matterhorn	10.00	7.00	6.00
Milford	4.50	3.00	1.50
Minuet	5.00	.....	.....
Miss New Zealand	5.00	4.00	2.00
Mrs. Marks Memory	24.00	18.00	15.00
Neils M. Jenson	16.00	12.00	12.00
Ninth Symphony	5.00	4.00	3.00
Orange Beauty	4.00	3.00	1.50
Pelegrina	4.00	3.00	1.00
Pfitzer's Masterpiece	6.00	.....	.....
Picardy *(See footnote below)			
Purple Beauty	4.00	3.00	1.50
Red Ensign	4.00	3.00	1.50
Red Giant	5.00	4.00	2.00
Rewi Fallu	.....	3.00	.....
Rima	7.00	.....	.....
Rising Sun	4.00	3.00	2.00
Rosa Van Lima	4.00	3.00	1.00
Rose Marie Pfitzer	4.00	3.00	.....
Royal Gold	5.00	.....	.....
Rubio	5.00	.....	.....
Shirley Temple	4.00	3.00	1.00
Snow Princess	4.00	3.00	1.00
Takina	.....	4.00	2.00
Tip Top	5.00	4.00	2.00
Valeria	6.00	4.50	3.00
Vredenburg	4.00	3.00	.....
Wings of Song	5.00	4.00	2.00
Zauberflote	4.00	3.00	1.00

\*Due to a smaller stock of Picardy this season we cannot accept orders for Picardy alone.

The price of Picardy is the same as Zauberflote.

All stock offered subject to prior sale.